

# ORDER WORKSHEET

Rep Order# 9419974 Ver# 3 Status Revised

Traffic Order#

Last Received:  
Showing Buylines:

Printed: 10/01/14 9:01 AM  
09/30/14 5:51 PM  
All Rep Changes

1 of 2

Station WMLP-TV SPRINGFIELD, MA  
Advertiser (TRFA) TRANSPARENCY & FAIRN  
Product ISSUE  
Estimate# 305  
Buyer KRISTIN BLACK

Agency (HULS) HULSEN MEDIA SERVICES  
2400 LARAMIE TRAIL  
AUSTIN, TX 78745  
Agency C/P1/P2/E /305  
Flight Dates 10/01/14-10/10/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (JND) JENNA NUBAR  
Sales Assistant KELLY  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

## --- CONTRACT COMMENT ---

ISSUE GROUP IS "TRANSPARENCY & FAIRNESS IN THE USE OF TAXPAYER FUNDS BY HOSPITALS"  
\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

9/30 - REV RATE ON LNS 1 & 2. SEE NEW LN 5 FOR ADD TO SKED.

NCIT

PLS CNF. T/R KELLY FOR JENNA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ week	Total Spots	Total Cost
1*	W-F	6A-7A	NEWS	30	-	-	\$800.00	10/01-10/03	2	2	\$1,600.00
Buy Comment: NEWS											
Sales remark: V3 REV RATE FROM 900 TO 800 ✓											
V3 Comment Changed, Rate Changed											
2*	M-F	6A-7A	NEWS	30	-	-	\$800.00	10/06-10/10	2	2	\$1,600.00
Buy Comment: NEWS											
Sales remark: V3 REV RATE FROM 900 TO 800 ✓											
V3 Comment Changed, Rate Changed											
5*	Sa-Su	9A-10A	NEWS	30	-	-	\$400.00	10/04-10/05	1	1	\$400.00
Buy Comment: NEWS											
Sales remark: V3 ADD TO SKED LX ✓											
V3 Added											

## ---REPORT TOTALS---

Report Totals: 5 / \$3,600.00

---SALES MONTHLY TOTALS---

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2 of 2

Station WVLB-TV SPRINGFIELD, MA  
Advertiser (TRFA) TRANSPARENCY & FAIRN  
Product ISSUE  
Estimate# 305  
Buyer KRISTIN BLACK

Agency (HULS) HULSEN MEDIA SERVICES  
2400 LARAMIE TRAIL  
AUSTIN, TX 78745  
Agency C/P1/P2/E /305  
Flight Dates 10/01/14-10/10/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (JN1) JENNA NUBAR  
Sales Assistant KELLY  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

Oct2014: 11/ \$8,400.00

Order Totals: 11 / \$8,400.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$8,400.00	CABL .00%	EGGB .00%	WGGB .00%	WSEH .00%	WVLB 100.00%
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Books [null]  
Demos RA35+

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

*Handwritten:* LHM/L  
10/1/14